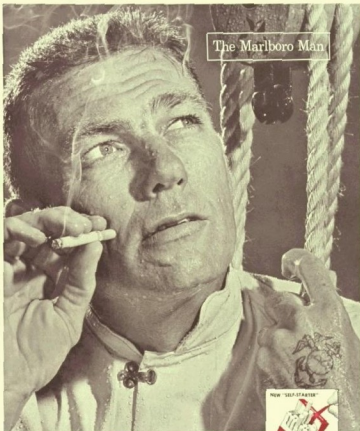


LEO BURNETT COMPANY, Inc.

Ad No. 491—Reg. No. 57419—B&W Cross—Wind—London—8 1/2 x 11 1/2 (10) —Sports Illustrated, September 15, 1957 (A)

#491 "Crew Out Sea Slicker"



The Marlboro Man

A lot of men... a lot of cigarette

"He gets a lot to like—filter, flavor, flip-top box." The works.

A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

(MADE IN RICHMOND, VIRGINIA FROM A REESED REESE)

